

FIG. 1

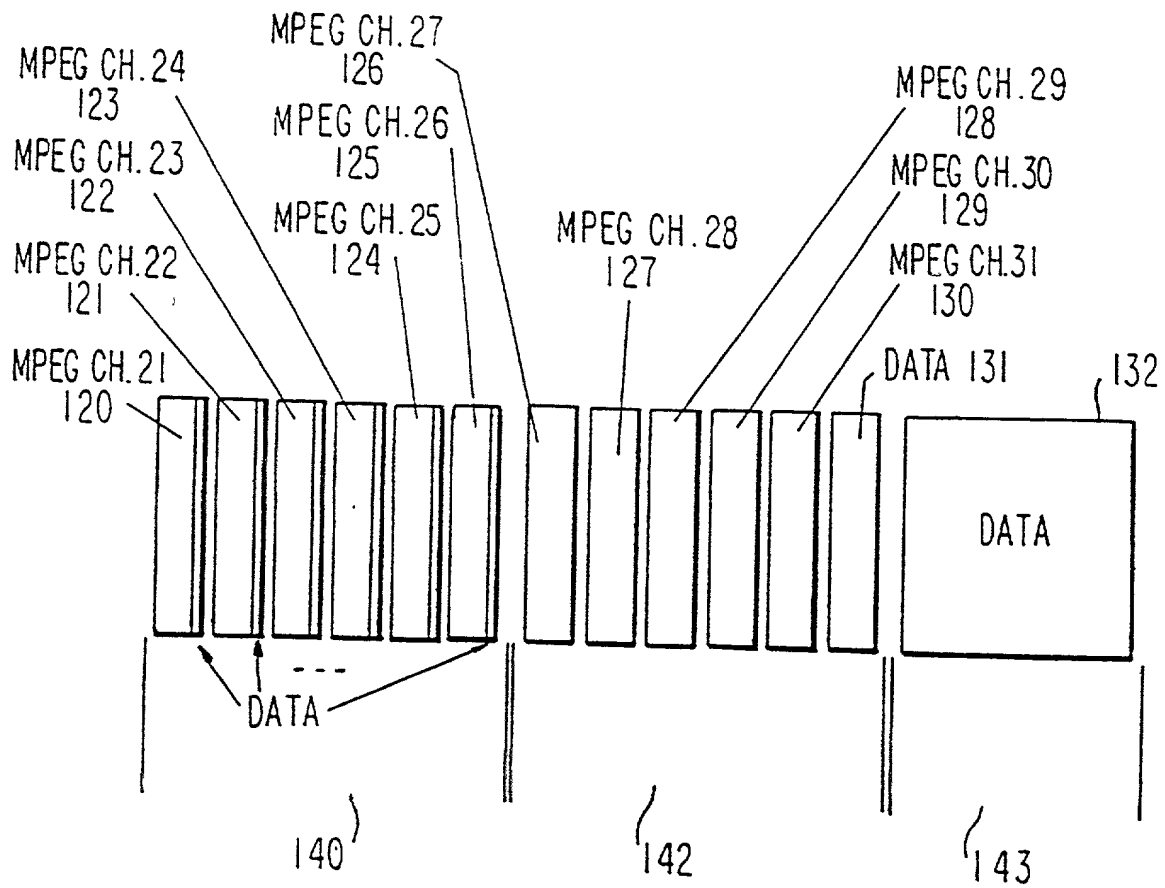
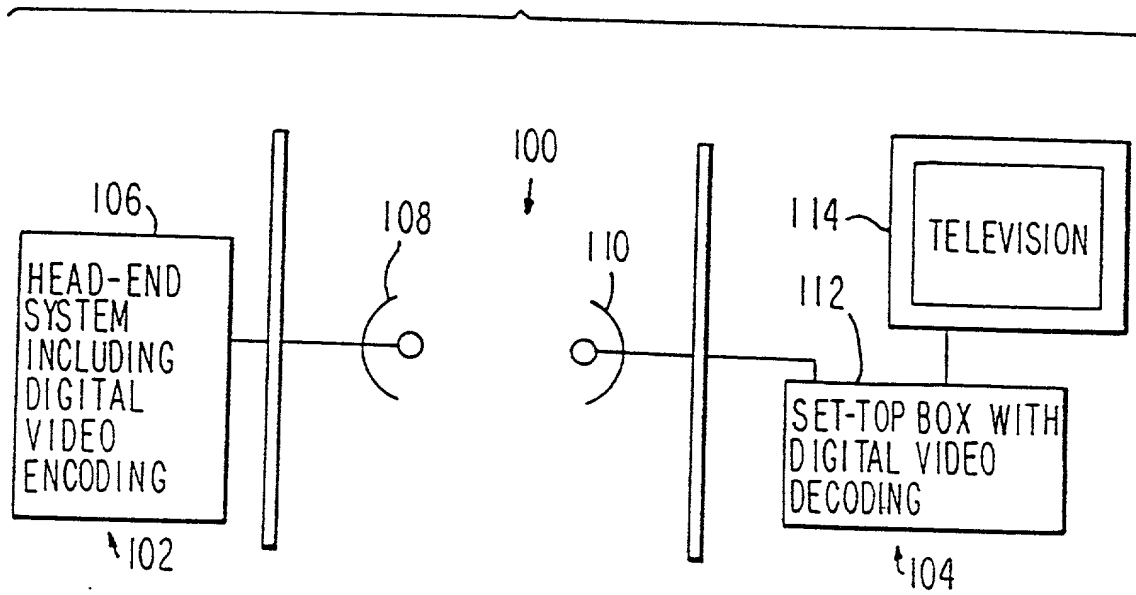


FIG. 2

FIG. 3

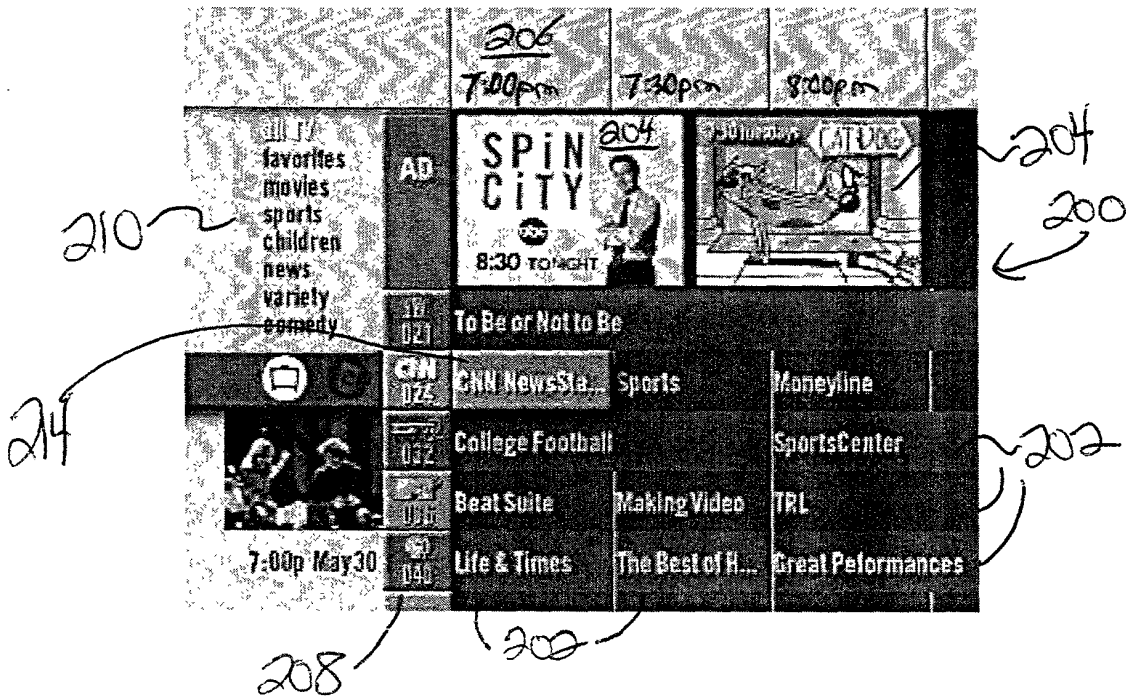
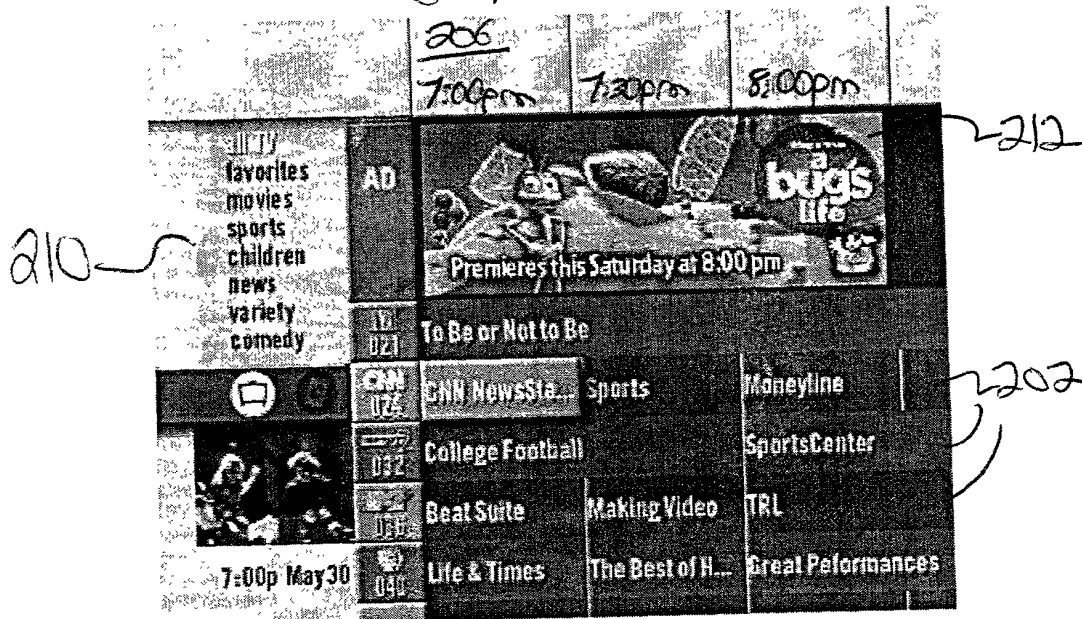


FIG. 4



09926506-081401

FIG. 5

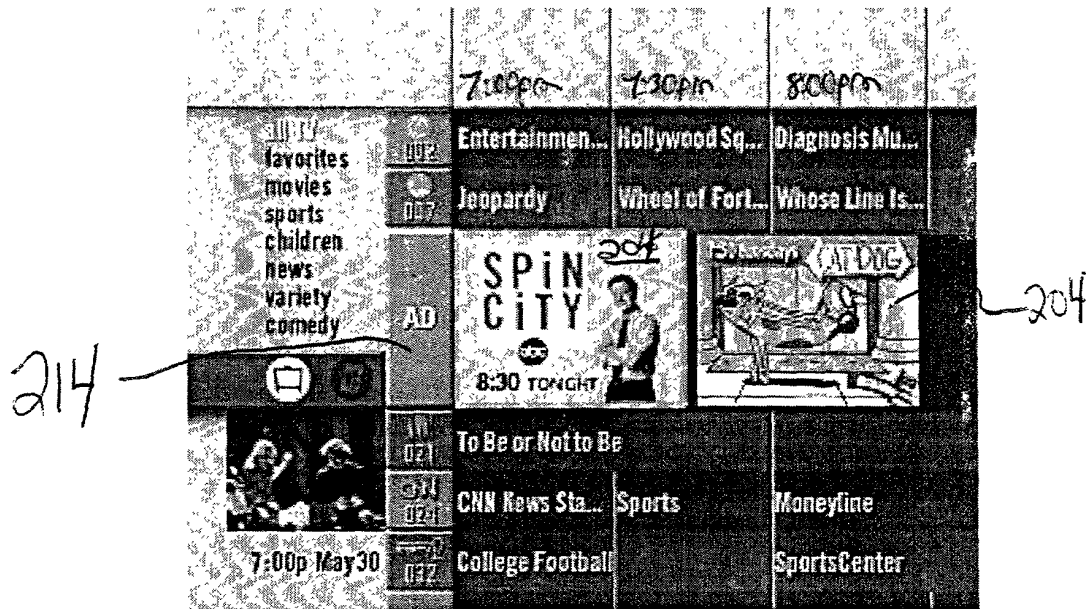


FIG. 6

FIG. 7

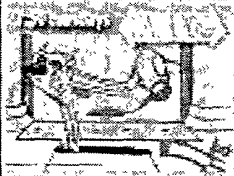
		7:00p	7:30p	8:00p
all TV favorites movies sports children news variety comedy	002	Entertainmen...	Hollywood Sq...	Diagnosis Mu...
	007	Jeopardy	Wheel of Fort...	Whose Line Is...
	010		SPIN CITY ²⁰⁴ 8:30 TONIGHT 	
	021	To Be or Not to Be		
	021	CNN News Sta...	Sports	Moneyline
7:00p May30	022	College Football		SportsCenter

FIG. 8

210 5

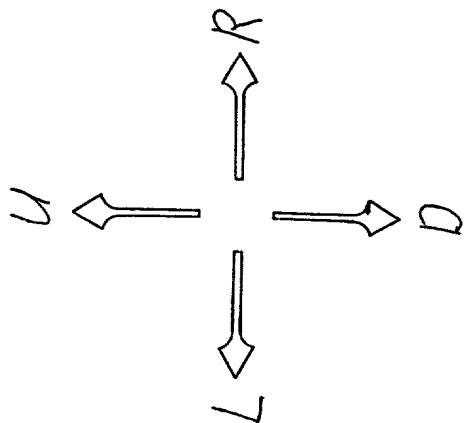
		today	
all TV favorites movies sports children news variety comedy	002	News	6:00
	007	Eyewitness News	6:00
	010	News	6:00
	021	Fox News	6:00
	022	CNN NewsSta...	6:00
6:00p May30	022	News	6:00
	022	MTV News	6:00
	040	Life & Times	6:00



Fig. 4

TOTTEL 90562660

Grid 300



	7:00 p.m.	7:30 p.m.	8:00 p.m.	top row 302
CBS	Program-1 306		Program-2	
NBC	Program-3	Program-4	Program-5 310	
ABC	Program-6	Program-7		lens 318
Advertisement	AD-1 314		AD-2 316	ad row 312
Disney	Program-8 308			
HBO	Program-9			
Bravo	Program-10			

left-most column 304

Fig. 10

FOR 30" 90562660
Grid 300



	7:00 p.m.	7:30 p.m.	8:00 p.m.
ABC	Program-6	Program-7	
Disney	Program-8		
HBO	Program-9		
Advertisement	AD-1	AD-2	
Bravo	Program-10		
Cinemax	Program-15	Program-16	
Pay-Per-View	Program-17	Program-18	

ad
row
312

row
324

row
326

Fig. 11
 FOR 30" 90552650
 Grid 300

	7:00 p.m.	7:30 p.m.	8:00 p.m.
A & E	Program-19	Program-20	Program-21
Advertisement	AD-1	AD-2	
AMC	Program-22		
CNN	Program-23		Program-24
Showtime	Program-25		
Playboy	Program-26		
History	Program-27		Program-28

ad
 row
 312

Fig. 12
 Total 30562660
 Grid 300



	7:00 p.m.	7:30 p.m.	8:00 p.m.
AMC	Program - 22		
CNN	Program - 23		Program - 24
Showtime	Program - 25		
Playboy	Program - 26		
History	Program - 27		Program - 28
CNBC	Program - 29		Program - 30
Advertisement	AD-3	AD-4	AD-5

ad
 row
 312

Fig. 13
 TOTAL "90562560"
 Grid 300



top
 schedule ~
 Row
 328

	7:00 p.m.	7:30 p.m.	8:00 p.m.
Advertisement	AD-6	AD-7	
CBS	Program-1		Program-2
NBC	Program-3	Program-4	Program-5
ABC	Program-6	Program-7	
Disney	Program-8		
HBO	Program-9		
Bravo	Program-10		

Fig. 14

TABLE 100552550

Grid 300



	5:30 p.m.	6:00 p.m.	6:30 p.m.	top row 302
CBS	Program - 31		Program - 1	
NBC	Program - 32	Program - 3		
ABC	Program - 6			
Advertisement	AD - 1		AD - 2	ad row 312
Disney	Program - 33			
HBO	Program - 34			
Bravo	Program - 35			

Fig. 15

TOP 30" 50562660

Grid 300



	7:30 p.m.	8:00 p.m.	8:30 p.m.	top row 302
CBS	Program-1	Program-2		
NBC	Program-4	Program-5		
ABC	Program-7			
Advertisement	AD-1	AD-2		ad row 312
Disney	Program-8		Program-36	
HBO	Program-9			
Bravo	Program-10		Program-37	

Fig. 16

TOP 30562660

Grid 300



	5:30 p.m.	6:00 p.m.	6:30 p.m.	top row 302
CBS	Program - 31		Program - 1	
NBC	Program - 32	Program - 3		
ABC	Program - 6			
Advertisement	AD - 8			ad row 312
Disney	Program - 33			
HBO	Program - 34			
Bravo	Program - 35			

Fig. 1
 404T300" Grid 300



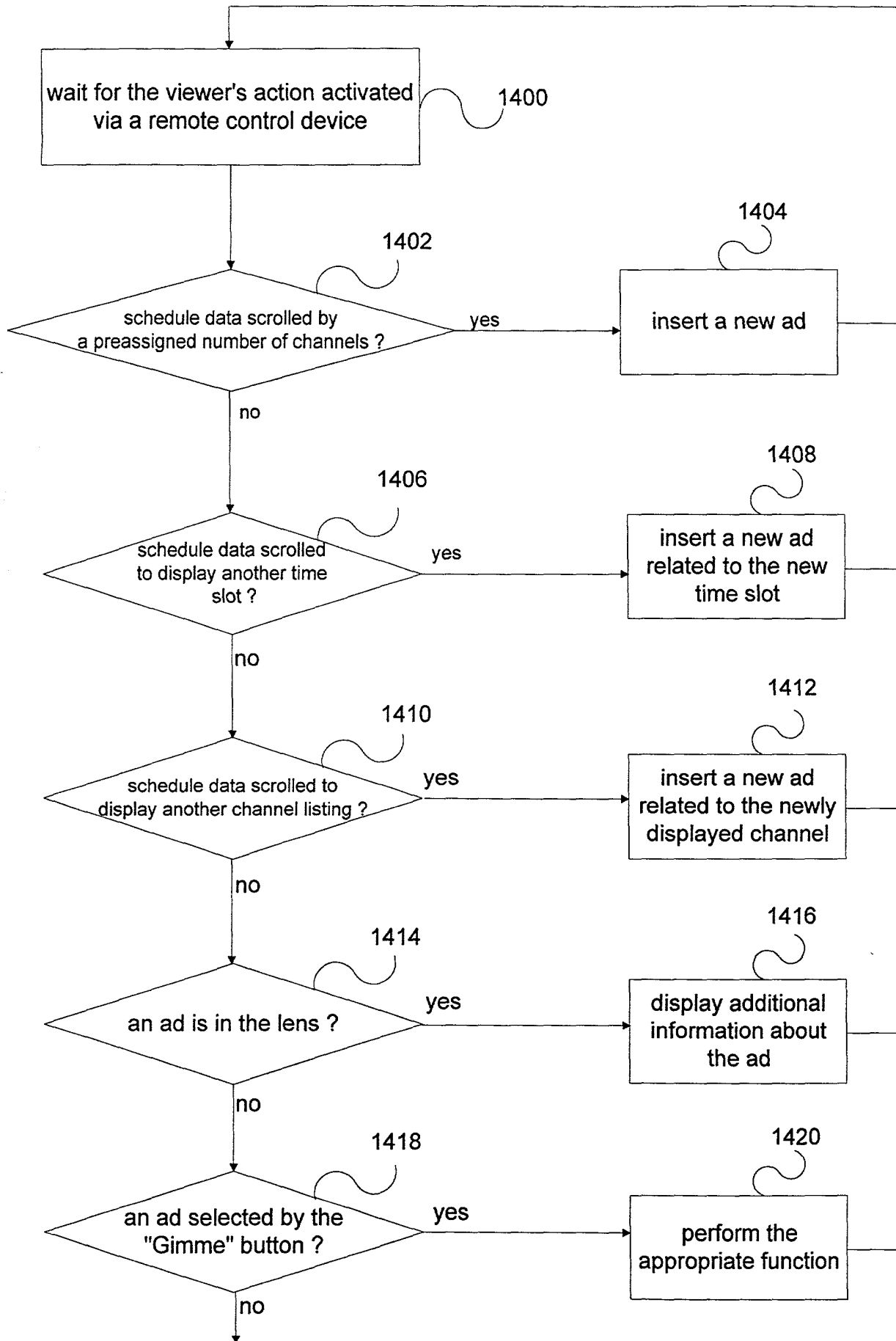
	7:30 p.m.	8:00 p.m.	8:30 p.m.	top row 302
CBS	Program-1	Program-2		
NBC	Program-4	Program-5		
ABC	Program-7			
Advertisement	AD-2	AD-9		ad row 312 III
Disney	Program-8		Program-36	
HBO	Program-9			
Bravo	Program-10		Program-37	

Grid 300



	7:00 p.m.	7:30 p.m.	8:00 p.m.
CBS	Program-1		Program-2
NBC	Program-3	Program-4	Program-5
ABC	Program-6	Program-7	
Text and/or images of AD-1			

Fig. 19



104T80" 90962660

09929506 "081401

```

ad_table() // rolling 12 hour tables
{
    table_version(8);
    format_version(2);
    block_size(16);
    offset_start_date_time(4?); // 32bits BCD date; 16bits minutes from midnight
    display_page_size_tv(16); // The number of rows between Ad Banners in the Guide
    display_page_size_ec(16); // The number of rows between Ad Banners in the Guide
    display_page_size_croads(16); // The number of rows between Ad Banners in the Guide
    1st_fixed_loop_size(16);
    record_count(16);
    for (i=0;i<record_count;i++) // Ordered by time, then rotation sequence
    {
        lineup_bitmap(24); // 1st cut of Regional requirement
        navigator_zone(2); // Navigator zone in which this ad appears
        navigator_level(2); // Navigator level in which this ad appears
        start_time(16); // minutes from offset_start_date_time
        stop_time(16); // minutes from offset_start_date_time
        cycle_duration(16); // in minutes [0, ..., 65535]
        asset_type_part1(2); // type for initially viewable portion of ad
        asset_id_part1(16); // asset ID for initially viewable portion of ad
        asset_type_part2(2); // type for extended lens portion of ad
        asset_id_part2(16); // asset ID for extended lens portion of ad
        asset_type_PIP(2); // type for PIP portion of the ad
        asset_id_PIP(16); // asset ID for PIP portion of the ad
        priority(2); // Supports Ad rotation by priority
        intended_audience_bitmask(64); // support for audience targeted ads
        category_id1(16); // support for Navigator Guide sort mapping
        category_id2(16); // support for Navigator Guide sort mapping
        category_id3(16); // support for Navigator Guide sort mapping
        category_id4(16); // support for Navigator Guide sort mapping
        ad_type(2); // defines only the high level ad type
        beg_display_row(16); // for ad types 0x01, 0x02, 0x04, 0x06 and 0x07
        end_display_row(16); // for ad types 0x01, 0x02, 0x04, 0x06 and 0x07
        display_row_package_count(2); // for ad types 0x01, 0x02, 0x04, 0x06 and 0x07
        position_service_id(16); // used by ad types 0x03 and 0x05
        h_position(16); // Stub for Phase 3 ad position information
        v_position(16); // Stub for Phase 3 ad position information
        opacity(2); // Stub for Phase 3 ad opacity information
        action_type(2); // specifies "G" key functionality
        service_id(16); // used by action type 0x02
        event_date_time(4?); // used by action type 0x02
        marquee_id(16); // used by action type 0x03
        product_id(64); // used by action type 0x04
        virtual_page_id(16); // used by action type 0x05
        variable_data_offset(32);
    }
    // (0 == variable_data_offset) points to here
    variable_data_count(16); // variable data count
    for (j=0;j<variable_data_count;j++)
    {
        // eliminate duplicates in this loop
        <<variable_data>>
        url_string_length(16);
        url_string(~); // the URL associated with the action or ad
        display_row_package_length(16); // ranges within or rows at which ads are displayable
        for (k=0;k<display_row_package_count;k++)
        {
            beg_display_row_range[k](16);
            end_display_row_range[k](16);
        }
        ad_part1_text_length(16);
        ad_part1_text(~);
        ad_part2_text_length(16);
        ad_part2_text(~);
    }
}

```

FIG. 20